

## DIGITAL360 MAIN CONFERENCE

### Adapting To High-Speed Digital Evolution

China is in the midst of profound digital change. The Chinese consumer and economy are in constant state of evolution, accelerated through the emergence of new technologies and platforms along with increased data capabilities.

The crucial questions are: how can brands react and adapt at the speed of change? How are agencies and tech companies providing measurable results for their partners?

**Digital360**, a pivotal one-day top-level conference, brings together senior brand marketers and top agency leaders to identify, evaluate and develop effective plans to meet future challenges, using innovations that are reshaping the way consumers interact with the world.

It delves into issues such as how human-machine collaborations will redefine the digital marketing ecosystem, how customer experiences are being transformed through technology, how social media and omni-channel marketing strategies are optimizing customer interactions and creating new forms of brand loyalty.

### 数字转型，斗“智”斗“用”

站在数字化变革的浪尖，中国的消费者和经济模式发生了翻天覆地的变化；数字化的进程，亦随着新技术与新平台的不断涌现，及对数据应用的提高而不断加速。

数字转型，刻不容缓，营销人面临的关键问题是：面对这样高速的转变，品牌应该如何应对？代理商与科技公司又该如何为合作伙伴提供有效的投资回报？

为期一天的 **Digital360** 峰会是一个汇集品牌高级营销人员及顶级代理商的顶级会议，评估和制定有效的商业计划，以迎接未来的挑战；探讨创新的模式，重塑消费者与世界互动的方式。

在峰会上，嘉宾将深入探讨影响数字营销领域的热门议题，包括：人机协作如何重新定义数字营销生态；如何通过技术革新提升客户体验；如何利用社交媒体及全渠道营销策略优化客户互动；开创提升品牌忠诚度的新形式。

## DIGITAL360 MAIN CONFERENCE AGENDA

Thursday, 26 April 2018

### Adapting To High-Speed Digital Evolution

**08:00am – 09:00am** Registration & Networking

**09:00am – 09:10am** Campaign's Opening Remarks

Speaker: Robert Sawatzky, Head of Content, *Campaign Asia Pacific*

**09:10am – 09:40am** **KEYNOTE: Evolve or Die – How KFC's new digital marketing recipe spiced up its traditional brand in China**

Speaker: Steven Li, Chief Marketing Officer, *Yum China*

**09:40am – 10:10am** Presentation

Speaker: *Ali Group*

**10:10am – 10:40am** Building Long Lasting Brand Loyalty With Short-form Video Marketing

Speaker: *Toutiao*

**10:40am – 11:00am** Morning Refreshment Break

**11:00am – 11:20am** New Media Marketing – Reaching Your Customers In A Digital World Without Borders

Speaker: Linda Chang, Watch Leaders, Media, *Nielsen Greater China*

**11:20am – 11:40am** Case Study: Mead Johnson

Speaker: Liana Yu, Associate Digital Transformation Director, *Mead Johnson (Reckitt Benckiser)*

**11:40am – 12:00pm** Smart Marketing

Speaker: Jimmy Liang, VP of Business Development, *AddNewer*

**12:00pm – 12:45pm** PANEL DISCUSSION: **Let's Get Physical: How 'Bricks And Mortar' Retail Stores Survive In The Digital Age**

Moderator: Robert Sawatzky, Head of Content, *Campaign APAC*

Panelists:

- Christian Solomon, Chief Digital Officer, *MediaCom China*
- Fred Hu, Head of Marketing, Greater China, *Bose Corporation*

**12:00pm – 12:30pm** How Agency is finding new ways to help brand to survive in the digital era

Speaker: Jane Lin-Baden, CEO, *Isobar APAC*

**12:30pm – 12:45pm** DigitalWorks 2018 Winner's Announcement and Awards Ceremony

**12:45pm – 02:00pm** Networking Lunch

**02:00pm – 02:20pm** Presentation: IoT Solutions – the Future is Now

Speaker: Q.Chen, GM of Advertising Sales in MIUI of Eastern Region, *Xiaomi*

**02:20pm – 02:40pm** Case Study: One Championship

Speaker: Victor Cui, CEO, *One Championship*

### Breakout Session

**02:40pm – 03:25pm** PANEL DISCUSSION: **Finding The Right Influencer: The hard Lessons Of Brand – KOL Courtship Before Finding True Engagement**

Consumer behaviors have become more fragmented and complex, as social media offers a platform for personal expression and individualism. KOL marketing is fast becoming on the most effective methods to communicate with fans and consumer. However, not all KOLs deliver the expected return and are difficult to measure. How can brands choose the right ambassador and what steps and considerations should brands make before their KOL search begins?

Moderator: Michael Tang, Ph.D, President, *hdtMedia*

Panelists:

- Jing Hisang Chang, Chief Operating Officer & General Manager in China, *Wavenet*
- Allen Chen, Head of Insight Products, *Miaozhen*
- Bonnie Chan Woo, CEO and Founder, *ICICLE Group*

**02:40pm – 03:25pm** PANEL DISCUSSION: **'Thoughtful Automation': How Human-Machine Collaboration Can Improve Digital Marketing**

Artificial intelligence is fast transforming the future of digital marketing in China. Powering personalization and automation with data and machine learning, AI enables marketers to make customer-centric communication and ramp up more efficiency in their operations. While marketers are looking to embrace such advanced technologies for better branding and ROI, how can they get started? With data silos and fragmented media landscape, what are the steps to overcome related challenges in incorporating AI into actionable strategies? In this session, speakers explore how to combine big data, algorithms and power of machines to achieve the best value of AI-powered marketing.

Moderator: Olivia Parker, Deputy Editor, *Campaign APAC*

Panelists:

- James Lee, Integrated Media Director, *Kraft Heinz Company*
- Ming Liao, Adjunct Professor of Business & Economics, *New York University Shanghai*
- Lawrence Wan, Managing Director, *Amnet China*

**03:25pm – 03:45pm Afternoon Refreshment Break****03:45pm – 04:15pm Immersion Conversion: How New Technologies Are Creating Richer, More Immersive Customer Experience**

With the explosion of information, it is getting difficult to grab a customer's attention in a distracted world. Brand marketing campaign can be unmemorable and often struggle to make a long-term impression. With so many emerging technologies to help, is there a solution? In this session, we hear the best practices from leading brand on how to use immersive marketing to connect with their customers and create strong brand loyalty.

**Speaker:** *Emily Chang*, Chief Marketing Officer, *Starbucks China*

**04:15pm – 04:55pm PANEL DISCUSSION: Shaping The Future Of Advertising: How Blockchain Technology Can Boost Brand Marketing**

**Moderator:** *Alvin Foo*, Managing Director, *IPG Reprise Media China*

**Panelists:**

- *Carl Costa*, Board Advisor, *EXCHAIN by EnvisionX*

- *Miranda Tan*, CEO, *Robin 8*

- *Joe Wong*, General Manager, Integrated Marketing Services, *George P. Johnson, Greater China*

**04:55pm – 05:00pm Closing Remarks****End of Conference**

## DIGITAL360 主峰会议程

2018年4月26日(周四)

### 数字转型，斗“智”斗“用”

上午 08:00 – 上午 09:00 签到，咖啡接待及名片交换

上午 09:00 – 上午 09:10 Campaign 致开幕词

演讲嘉宾: Campaign Asia Pacific 主编 Robert Sawatzky

上午 09:10 – 上午 09:40 主题演讲：传统品牌与时具进的生存挑战 – 肯德基的新型数字营销方案如何在中国市场中脱颖而出

演讲嘉宾: 百胜中国控股有限公司 首席营销官 李波

上午 09:40 – 上午 10:10 主旨演讲：

演讲嘉宾: 阿里集团

上午 10:10 – 上午 10:40 主题演讲：最大化品牌影响力—如何通过短视频营销建立品牌忠诚度

演讲嘉宾: 今日头条

上午 10:40 – 上午 11:00 上午茶歇

上午 11:00 – 上午 11:20 主旨演讲：万物皆媒，创新营销

演讲嘉宾: 尼尔森 大中华区 媒体产业负责人 张小玲

上午 11:20 – 上午 11:40 案例分享：美赞成的数字转型

演讲嘉宾: 美赞臣 数字转型总监 余佳娜

上午 11:40 – 上午 12:00 数据驱动，智慧营销

演讲嘉宾: 加和（北京）信息科技 业务拓展副总裁 梁剑宙

中午 12:00 – 中午 12:45 圆桌讨论：实体商业如何在数字时代『活』起来？

主持人： *Campaign Asia Pacific* 主编 Robert Sawatzky,

圆桌嘉宾：

- 竞立媒体 首席数字官 Christian Solomon
- Bose 大中华区营销主管 Fred Hu

中午 12:00 – 中午 12:30 主题演讲：广告代理商如何帮助品牌在数字时代转型

演讲嘉宾：安索帕 首席执行官 林真

中午 12:30 – 中午 12:45pm DigitalWorks 2018 获胜小组颁奖典礼

中午 12:45 – 下午 02:00 社交午餐

下午 02:00 - 下午 02:20 主题演讲：物联网时代的广告生态

演讲嘉宾：小米公司 MIUI 广告销售部副总经理 陈高铭

下午 02:20 - 下午 02:40 主题演讲：

演讲嘉宾：One Championship 总裁 Victor Cui

下午 02:40 – 下午 03:25 圆桌讨论：KOL 营销——广告主如何找到适合自己的时代代言人

主持人：互动通控股集团 总裁 邓广椿博士

圆桌嘉宾：

- 秒针 洞察产品 负责人 陈羲
- 潮网广告 首席运营官兼中国大陆区总经理 张景翔
- 冰雪集团控股有限公司 行政总裁 胡陈德姿女士

下午 02:40 – 下午 03:25 圆桌讨论：自动化与控制权——打造人机共生的营销生态

主持人：*Campaign* 亚太 副主编 Olivia Parker

圆桌嘉宾：

- 亨氏中国 综合媒体总监 James Lee
- 纽约大学（上海） 商学和经济学客座教授 廖明
- 安纳特中国 董事总经理 温道明

下午 03:25 – 下午 03:45 下午茶歇

下午 03:45 – 下午 04:15 主旨演讲：科技赋能，开启沉浸式体验

演讲嘉宾：星巴克中国 首席营销官 陆怡华

下午 04:15 – 下午 04:55 圆桌讨论：如何应用区块链帮助品牌做好营销

主持人：Alvin Foo, Managing Director, *IPG Reprise Media China*

圆桌嘉宾：

- Carl Costa, Board Advisor, *EXCHAIN by EnvisionX*

- Miranda Tan, CEO, *Robin 8*

- Joe Wong, General Manager, Integrated Marketing Services, *George P. Johnson, Greater China*

下午 04:55 – 下午 05:00 闭幕词